STANHOPE

R. J. REYNOLDS TOBACCO COMPANY

TOTAL CATEGORY MANAGEMENT

SELF SERVICE CARTON OUTLET

R J REYNOLDS TOBACCO COMPANY IS PLEASED TO ANNOUNCE THE FOLLOWING DISPLAY PLAN, EFFECTIVE JUNE 1, 1992. FOR RETAIL STORES THAT SELL 300+ CPW PRIMARILY BY THE CARTON.

REQUIREMENTS FOR TOTAL CATEGORY MANAGEMENT

BASE LEVEL

FULL PRICE PACKS

RETAILER AGREES TO PROVIDE RJR:

- NO LESS THAN COMPETITIVELY EQUAL PRESENCE FOR RJR FULL PRICE PACKAGE SALES, INCLUDING LOCATION OF DISPLAY(S) AND POINT OF SALE MATERIAL.
- APPROPRIATE PROMOTION CAPABILITY FOR RJR BRANDS.

FULL PRICE CARTONS

RETAILER AGREES TO PROVIDE RJR:

- SUFFICIENT SPACE TO SALES ON AN APPROVED SELF SERVICE CARTON FIXTURE.

SAVINGS BRANDS

RETAILER AGREES TO PROVIDE RJR:

- SUFFICIENT SPACE TO SALES ON AN APPROVED LOW PRICE CARTON AND/OR PACK FIXTURE.
- NO LESS THAN COMPETITIVELY EQUAL PRESENCE FOR RJR LOW PRICE BRANDS, INCLUDING LOCATION OF DISPLAY(S) AND DISPLAY SIZE.
- APPROPRIATE PRICE COMMUNICATION FOR RJR LOW PRICE BRANDS.

QUALIFICATION OF ALL BASE LEVEL REQUIREMENTS WILL BE DETERMINED BY AN RJR REPRESENTATIVE.

$270.80 BASE LEVEL PAYMENT

REQUIREMENTS FOR FULL PARTICIPATION IN TOTAL CATEGORY MANAGEMENT:

TOTAL PARTICIPATION

- ADHERE TO ALL REQUIREMENTS SET FORTH IN THIS CONTRACT REGARDING BASE LEVEL PARTICIPATION.
- RJR PRODUCTS ARE EQUALLY REPRESENTED IN ALL PRICE POINTS CURRENTLY MAINTAINED, AND THOSE CREATED IN THE FUTURE.
- _____

PAYMENT FOR TOTAL CATEGORY MANAGEMENT

$ 270.80	MONTHLY PAYMENT (BASE LEVEL)
$ 164.00	TOTAL CATEGORY MANAGEMENT PAYMENT
$ 434.80	TOTAL MONTHLY PAYMENT

SPECIFIC REQUIREMENTS FOR BASE LEVEL AND TOTAL CATEGORY MANAGEMENT

- RETAILER MUST USE MERCHANDISER(S) APPROVED BY R J REYNOLDS TOBACCO COMPANY.
- RETAILER MUST MAINTAIN MERCHANDISERS IN LOCATIONS AGREED UPON BY R J REYNOLDS TOBACCO COMPANY.
- THE REMOVAL OF ONE OR MORE CRITERIA, OF BASE LEVEL PARTICIPATION, TERMINATES THIS PLAN.
- In place of RJR overhead fixtures; RJR "Y" signs will be placed in same locations where overhead now exists. Additionally, RJR neon sign and lighted cigarette price sign will be placed at front door/window. RJR business hour, push-pull and address decals will be placed on all doors. All lighted fixtures kept lit.

51847 6437

Source: https://www.industrydocuments.ucsf.edu/docs/zkhy0000

CHESTER

R. J. REYNOLDS TOBACCO COMPANY

TOTAL CATEGORY MANAGEMENT

SELF SERVICE CARTON OUTLET

R J REYNOLDS TOBACCO COMPANY IS PLEASED TO ANNOUNCE THE FOLLOWING DISPLAY PLAN, EFFECTIVE JUNE 1, 1992, FOR RETAIL STORES THAT SELL 300+ CPW PRIMARILY BY THE CARTON.

REQUIREMENTS FOR TOTAL CATEGORY MANAGEMENT

BASE LEVEL

FULL PRICE PACKS

RETAILER AGREES TO PROVIDE RJR:

- NO LESS THAN COMPETITIVELY EQUAL PRESENCE FOR RJR FULL PRICE PACKAGE SALES, INCLUDING LOCATION OF DISPLAY(S) AND POINT OF SALE MATERIAL.
- APPROPRIATE PROMOTION CAPABILITY FOR RJR BRANDS.

FULL PRICE CARTONS

RETAILER AGREES TO PROVIDE RJR:

- SUFFICIENT SPACE TO SALES ON AN APPROVED SELF SERVICE CARTON FIXTURE.

SAVINGS BRANDS

RETAILER AGREES TO PROVIDE RJR:

- SUFFICIENT SPACE TO SALES ON AN APPROVED LOW PRICE CARTON AND/OR PACK FIXTURE.
- NO LESS THAN COMPETITIVELY EQUAL PRESENCE FOR RJR LOW PRICE BRANDS, INCLUDING LOCATION OF DISPLAY(S) AND DISPLAY SIZE.
- APPROPRIATE PRICE COMMUNICATION FOR RJR LOW PRICE BRANDS.

QUALIFICATION OF ALL BASE LEVEL REQUIREMENTS WILL BE DETERMINED BY AN RJR REPRESENTATIVE.

$274.40 BASE LEVEL PAYMENT

REQUIREMENTS FOR FULL PARTICIPATION IN TOTAL CATEGORY MANAGEMENT:

TOTAL PARTICIPATION

- ADHERE TO ALL REQUIREMENTS SET FORTH IN THIS CONTRACT REGARDING BASE LEVEL PARTICIPATION.
- RJR PRODUCTS ARE EQUALLY REPRESENTED IN ALL PRICE POINTS CURRENTLY MAINTAINED, AND THOSE CREATED IN THE FUTURE.
-

PAYMENT FOR TOTAL CATEGORY MANAGEMENT

$ 274.40	MONTHLY PAYMENT (BASE LEVEL)
$ 164.00	TOTAL CATEGORY MANAGEMENT PAYMENT
$ 438.40	TOTAL MONTHLY PAYMENT

SPECIFIC REQUIREMENTS FOR BASE LEVEL AND TOTAL CATEGORY MANAGEMENT

- RETAILER MUST USE MERCHANDISER(S) APPROVED BY R J REYNOLDS TOBACCO COMPANY.
- RETAILER MUST MAINTAIN MERCHANDISERS IN LOCATIONS AGREED UPON BY R J REYNOLDS TOBACCO COMPANY.
- THE REMOVAL OF ONE OR MORE CRITERIA, OF BASE LEVEL PARTICIPATION, TERMINATES THIS PLAN.
- In place of RJR overhead fixtures; RJR "Y" signs will be placed in same locations where overhead now exists. Additionally, RJR neon sign and lighted cigarette price sign will be placed at front door/window. RJR business hour, push-pull and address decals will be placed on all doors. All lighted fixtures kept lit.

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Source: https://www.industrydocuments.ucsf.edu/docs/zkhy0000

WASHINGTON

R. J. REYNOLDS TOBACCO COMPANY

TOTAL CATEGORY MANAGEMENT

SELF SERVICE CARTON OUTLET

R J REYNOLDS TOBACCO COMPANY IS PLEASED TO ANNOUNCE THE FOLLOWING DISPLAY PLAN, EFFECTIVE JUNE 1, 1992, FOR RETAIL STORES THAT SELL 300+ CPW PRIMARILY BY THE CARTON.

REQUIREMENTS FOR TOTAL CATEGORY MANAGEMENT

BASE LEVEL

FULL PRICE PACKS

RETAILER AGREES TO PROVIDE RJR:

- NO LESS THAN COMPETITIVELY EQUAL PRESENCE FOR RJR FULL PRICE PACKAGE SALES, INCLUDING LOCATION OF DISPLAY(S) AND POINT OF SALE MATERIAL.
- APPROPRIATE PROMOTION CAPABILITY FOR RJR BRANDS.

FULL PRICE CARTONS

RETAILER AGREES TO PROVIDE RJR:

- SUFFICIENT SPACE TO SALES ON AN APPROVED SELF SERVICE CARTON FIXTURE.

SAVINGS BRANDS

RETAILER AGREES TO PROVIDE RJR:

- SUFFICIENT SPACE TO SALES ON AN APPROVED LOW PRICE CARTON AND/OR PACK FIXTURE.
- NO LESS THAN COMPETITIVELY EQUAL PRESENCE FOR RJR LOW PRICE BRANDS, INCLUDING LOCATION OF DISPLAY(S) AND DISPLAY SIZE.
- APPROPRIATE PRICE COMMUNICATION FOR RJR LOW PRICE BRANDS.

QUALIFICATION OF ALL BASE LEVEL REQUIREMENTS WILL BE DETERMINED BY AN RJR REPRESENTATIVE.

$327.00 BASE LEVEL PAYMENT

REQUIREMENTS FOR FULL PARTICIPATION IN TOTAL CATEGORY MANAGEMENT:

TOTAL PARTICIPATION

- ADHERE TO ALL REQUIREMENTS SET FORTH IN THIS CONTRACT REGARDING BASE LEVEL PARTICIPATION.
- RJR PRODUCTS ARE EQUALLY REPRESENTED IN ALL PRICE POINTS CURRENTLY MAINTAINED, AND THOSE CREATED IN THE FUTURE.
- _____

PAYMENT FOR TOTAL CATEGORY MANAGEMENT

$ 327.00	MONTHLY PAYMENT (BASE LEVEL)
$ 164.00	TOTAL CATEGORY MANAGEMENT PAYMENT
$ 491.00	TOTAL MONTHLY PAYMENT

SPECIFIC REQUIREMENTS FOR BASE LEVEL AND TOTAL CATEGORY MANAGEMENT

- RETAILER MUST USE MERCHANDISER(S) APPROVED BY R J REYNOLDS TOBACCO COMPANY.
- RETAILER MUST MAINTAIN MERCHANDISERS IN LOCATIONS AGREED UPON BY R J REYNOLDS TOBACCO COMPANY.
- THE REMOVAL OF ONE OR MORE CRITERIA, OF BASE LEVEL PARTICIPATION, TERMINATES THIS PLAN.
- In place of RJR overhead fixtures; RJR "Y" signs will be placed in same locations where overhead now exists. Additionally, RJR neon sign and lighted cigarette price sign will be placed at front door/window. RJR business hour, push-pull and address decals will be placed on all doors. All lighted fixtures kept lit.

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Source: https://www.industrydocuments.ucsf.edu/docs/zkhy0000

NEWTON

R. J. REYNOLDS TOBACCO COMPANY

TOTAL CATEGORY MANAGEMENT

SELF SERVICE CARTON OUTLET

R J REYNOLDS TOBACCO COMPANY IS PLEASED TO ANNOUNCE THE FOLLOWING DISPLAY PLAN, EFFECTIVE JUNE 1, 1992, FOR RETAIL STORES THAT SELL 300+ CPW PRIMARILY BY THE CARTON.

REQUIREMENTS FOR TOTAL CATEGORY MANAGEMENT

BASE LEVEL

FULL PRICE PACKS

RETAILER AGREES TO PROVIDE RJR:

- NO LESS THAN COMPETITIVELY EQUAL PRESENCE FOR RJR FULL PRICE PACKAGE SALES, INCLUDING LOCATION OF DISPLAY(S) AND POINT OF SALE MATERIAL.
- APPROPRIATE PROMOTION CAPABILITY FOR RJR BRANDS.

FULL PRICE CARTONS

RETAILER AGREES TO PROVIDE RJR:

- SUFFICIENT SPACE TO SALES ON AN APPROVED SELF SERVICE CARTON FIXTURE.

SAVINGS BRANDS

RETAILER AGREES TO PROVIDE RJR:

- SUFFICIENT SPACE TO SALES ON AN APPROVED LOW PRICE CARTON AND/OR PACK FIXTURE.
- NO LESS THAN COMPETITIVELY EQUAL PRESENCE FOR RJR LOW PRICE BRANDS, INCLUDING LOCATION OF DISPLAY(S) AND DISPLAY SIZE.
- APPROPRIATE PRICE COMMUNICATION FOR RJR LOW PRICE BRANDS.

QUALIFICATION OF ALL BASE LEVEL REQUIREMENTS WILL BE DETERMINED BY AN RJR REPRESENTATIVE.

$3?4.20 _____ BASE LEVEL PAYMENT

REQUIREMENTS FOR FULL PARTICIPATION IN TOTAL CATEGORY MANAGEMENT:

TOTAL PARTICIPATION

- ADHERE TO ALL REQUIREMENTS SET FORTH IN THIS CONTRACT REGARDING BASE LEVEL PARTICIPATION.
- RJR PRODUCTS ARE EQUALLY REPRESENTED IN ALL PRICE POINTS CURRENTLY MAINTAINED, AND THOSE CREATED IN THE FUTURE.
- _____

PAYMENT FOR TOTAL CATEGORY MANAGEMENT

$ 344.20	MONTHLY PAYMENT (BASE LEVEL)
$ 164.00	TOTAL CATEGORY MANAGEMENT PAYMENT
$ 508.20	TOTAL MONTHLY PAYMENT

SPECIFIC REQUIREMENTS FOR BASE LEVEL AND TOTAL CATEGORY MANAGEMENT

- RETAILER MUST USE MERCHANDISER(S) APPROVED BY R J REYNOLDS TOBACCO COMPANY.
- RETAILER MUST MAINTAIN MERCHANDISERS IN LOCATIONS AGREED UPON BY R J REYNOLDS TOBACCO COMPANY.
- THE REMOVAL OF ONE OR MORE CRITERIA, OF BASE LEVEL PARTICIPATION, TERMINATES THIS PLAN.
- In place of RJR overhead fixtures; RJR "Y" signs will be placed in same locations where overhead now exists. Additionally, RJR neon sign and lighted cigarette price sign will be placed at front door/window. RJR business hour, push-pull and address decals will be placed on all doors. All lighted fixtures kept lit.

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Source: https://www.industrydocuments.ucsf.edu/docs/zkhy0000